

ABSTRACT OF THE DISCLOSURE

The degree of users' satisfaction concerning the utilization of services and the utilization efficiency of resources used for the services are optimized. The service reservation management computers deny on the basis of the degree of importance as a standard, which increases in proportion to a level of a load of resources utilized for the service supplied by a high function network, a reservation booking request which has a degree of importance not higher than the standard, and which was received from an end user's computer via a service supply management computer, even when an amount of resources used for the service in a case where the reservation is accepted with the service then executed in accordance with the reservation booking request does not exceed an amount of resources utilizable for the service. In order that the resources utilization efficiency increases, a substitute reservation plan in which the contents of the reservation are altered is prepared, and this substitute plan is presented to the user via the service supply management computer to thereby accelerate the user's utilization of the service according to the substitute plan.